WHAT IS CLAIMED IS:

1. A content reproduction apparatus, comprising:

content storing means for storing commercial content;

receiving means for receiving broadcast programs;

first reproducing means for reproducing the received broadcast programs on a monitor;

specifying means for specifying a broadcast program that will be reproduced without the commercial content being reproduced; and

second reproducing means for reproducing the stored commercial content on the monitor when the broadcast program being reproduced is not the specified broadcast program.

2. The content reproduction apparatus of claim 1, the specifying means including

attribute judging means for judging whether an attribute of the broadcast program being reproduced corresponds to a specified attribute,

wherein the specifying means specifies the broadcast program judged to have a corresponding attribute as the broadcast program that will be reproduced without the commercial content being reproduced.

3. The content reproduction apparatus of claim 2, the attribute

2   judging means including

3   attribute storing means for storing one or more attributes

4   selected by a user.

1   4. The content reproduction apparatus of claim 2, the attribute

2   judging means including

3   information storing means for storing information that

4   shows whether the broadcast program is (a) a pay broadcast

5   program and (b) a subscribed broadcast program,

6   wherein the attribute judging means judges, by referring

7   to the stored information, whether the broadcast program being

8   reproduced is (a) a pay broadcast program and (b) a subscribed

9   broadcast program, and

10   the specifying means specifies the broadcast program

11   judged to be a subscribed pay broadcast program as the broadcast

12   program that will be reproduced without the commercial content

13   being reproduced.

1   5. The content reproduction apparatus of claim 2, the attribute

2   judging means including

3   information storing means for storing information that

4   shows whether the broadcast program is an image, sound, or data

5   broadcast program,

6   wherein the attribute judging means judges whether the

7   broadcast program being reproduced is an image, sound, or data

8   broadcast program by referring to the stored information, and

9   the specifying means specifies the broadcast program

10   judged to be an image broadcast program as the broadcast

11   program that will be reproduced without the commercial content

12   being reproduced.

1   6. A content reproduction apparatus, comprising:

2   content storing means for storing commercial content;

3   receiving means for receiving broadcast programs;

4   first reproducing means for reproducing the received

5   broadcast programs on a monitor;

6   non-broadcast period storing means for storing

7   non-broadcast period information showing a non-broadcast

8   period of a broadcast program;

9   non-broadcast period judging means for judging whether a

10   present time corresponds to the non-broadcast period shown in

11   the stored non-broadcast period information; and

12   second reproducing means for reproducing the stored

13   commercial content on the monitor when the present time is

14   judged to correspond to the shown non-broadcast period.

1   7. A content reproduction apparatus, comprising:

2   content storing means for storing commercial content;

3   receiving means for receiving broadcast programs;

4   first reproducing means for reproducing the received

5   broadcast programs on a monitor;

6   registered instruction storing means for storing one or

7   more specified user instructions;

8   instruction receiving means for receiving a user

9   instruction;

10   instruction judging means for judging whether the received

11   user instruction corresponds to any of the stored user

12   instructions; and

13   second reproducing means for reproducing the stored

14   commercial content on the monitor when the received user

15   instruction is judged to correspond to one of the stored user

16   instructions.

1   8. The content reproduction apparatus of claim 7, the second

2   reproducing means including

3   display-mode controlling means for controlling a

4   reproduction display-mode of the commercial content in

5   accordance with a content of the user instruction judged to

6   correspond to one of the stored user instructions.

1   9. The content reproduction apparatus of claim 8, further

2   comprising:

3   canceling means for canceling a reproduction of the

4   commercial content, and

5   the canceling means further including

6   termination instruction receiving means for receiving a

7   termination instruction from a user to terminate the

8   reproduction of the commercial content being reproduced; and

9   acceptance judging means for judging, in accordance with

10   a content of the user instruction judged to correspond to one

11   of the stored user instructions, whether the termination

12   instruction should be accepted,

13   wherein the canceling means cancels the reproduction of

14   the commercial content being reproduced when the termination

15   instruction is judged to be acceptable.

1   10. The content reproduction apparatus of claim 9, wherein the

2   canceling means cancels the reproduction of the commercial

3   content during the broadcast program when the broadcast program

4   is a specified broadcast program.

1   11. The content reproduction apparatus of claim 10, the

2   canceling means including

3   broadcast program type judging means for judging whether

4   the broadcast program being reproduced is a pay broadcast

5   program; and

36

6   subscription judging means for judging, when the broadcast

7   program is judged to be the pay broadcast program, whether the

8   broadcast program being reproduced has been subscribed,

9   wherein the canceling means cancels the reproduction of

10   the commercial content when the broadcast program is judged to

11   be a subscribed pay broadcast program.

1   12.   The content reproduction apparatus of claim 7, further

2   comprising:

3   canceling means for canceling a reproduction of the

4   commercial content, and

5   the canceling means further including

6   termination instruction receiving means for receiving a

7   termination instruction from a user to terminate the

8   reproduction of the commercial content being reproduced; and

9   acceptance judging means for judging, in accordance with

10   a content of the user instruction judged to correspond to one

11   of the stored user instructions, whether the termination

12   instruction should be accepted,

13   wherein the canceling means cancels the reproduction of

14   the commercial content being reproduced when the termination

15   instruction is judged to be acceptable.

1   13.   The content reproduction apparatus of claim 12, wherein

2   the canceling means cancels the reproduction of the commercial

3   content during the broadcast program when the broadcast program

4   is a specified broadcast program.

1   14. The content reproduction apparatus of claim 13, the

2   canceling means including

3   broadcast program type judging means for judging whether

4   the broadcast program being reproduced is a pay broadcast

5   program; and

6   subscription judging means for judging, when the broadcast

7   program is judged to be the pay broadcast program, whether the

8   broadcast program being reproduced has been subscribed;

9   wherein the canceling means cancels the reproduction of

10   the commercial content when the broadcast program is judged to

11   be a subscribed pay broadcast program.

1   15. A content reproduction apparatus, comprising:

2   content storing means for storing commercial content;

3   receiving means for receiving broadcast programs;

4   first reproducing means for reproducing the received

5   broadcast programs on a monitor;

6   pre-select information storing means for storing

7   information showing a pre-select timeslot of a broadcast

8   program;

9   pre-select judging means for judging, by referring to the

10   stored information, whether a present time is within a

11   predetermined period occurring before and after the pre-select

12   timeslot; and

13   second reproducing means for reproducing the stored

14   commercial content on the monitor when the present time is

15   judged to be within the predetermined period.

1   16. A reproduction method for a content reproduction apparatus

2   having content storing means for storing commercial content,

3   comprising:

4   a receiving step for receiving broadcast programs;

5   a first reproducing step for reproducing the received

6   broadcast programs on a monitor;

7   a specifying step for specifying a broadcast program that

8   will be reproduced without the commercial content being

9   reproduced; and

10   a second reproducing step for reproducing the stored

11   commercial content on the monitor when the broadcast program

12   being reproduced is not the specified broadcast program.

1

1   17. A reproduction method for a content reproduction apparatus

2   having both content storing means for storing commercial

3   content and registered instruction storing means for storing

4   one or more specified user instructions, comprising:

5   a receiving step for receiving broadcast programs;

6   a first reproducing step for reproducing the received

7   broadcast programs on a monitor;

8   an instruction receiving step for receiving a user

9   instruction;

10   an instruction judging step for judging whether the

11   received user instruction corresponds to any of the stored user

12   instructions; and

13   a second reproducing step for reproducing the stored

14   commercial content on the monitor when the received user

15   instruction is judged to correspond to one of the stored user

16   instructions.

1

1   18. A recording medium for recording a computer program which

2   is used by a content reproduction apparatus having content

3   storing means for storing commercial content, the computer

4   program comprising:

5   a receiving step for receiving broadcast programs;

6   a first reproducing step for reproducing the received

7   broadcast programs on a monitor;

8   a specifying step for specifying a broadcast program that

9   will be reproduced without the commercial content being

10   reproduced; and

11   a second reproducing step for reproducing the stored

12   commercial content on the monitor when the broadcast program

13   being reproduced is not the specified broadcast program.

1   19. A recording apparatus for recording a computer program which

2   is used by a content reproduction apparatus having both content

3   storing means for storing commercial content and registered

4   instruction storing means for storing one or more specified user

5   instructions, the computer program comprising:

6   a receiving step for receiving broadcast programs;

7   a first reproducing step for reproducing the received

8   broadcast programs on a monitor;

9   an instruction receiving step for receiving a user

10   instruction;

11   an instruction judging step for judging whether the

12   received user instruction corresponds to any of the stored user

13   instructions; and

14   a second reproducing step for reproducing the stored

15   commercial content on the monitor when the received user

16   instruction is judged to correspond to one of the stored user

17   instructions.